

**REMARKS:**

In the outstanding Office Action, claims 1-4, 6 and 9 were allowed and claims 5, 7, 8 and 10-12 were rejected. Claims 5, 7, 8 and 10-12 have been amended, and new claim 13 has been added. Thus, claims 1-13 are pending and under consideration. No new matter has been added. The rejections are traversed below.

**REJECTION UNDER 35 U.S.C. § 102(e):**

Claims 5, 7, 8 and 10-12 were rejected under 35 U.S.C. § 102(e) as anticipated by U.S. Patent 6,397,072 to Peters which discloses providing a roaming profile to a mobile terminal so that the mobile terminal is able to move from one coverage area to another without interruption in service. For example, Peters determines an actual location of a terminal and forwards a pre-assigned service of the terminal wherever the terminal is located (see, column 8, line 50 through column 9, line 26). That is, Peters individually defines coverage areas for each of the services offered and provides a terminal with a predetermined service by locating a closest coverage area offering the predetermined service of the terminal. Thus, Peters merely allows a user to transport a predefined service offered within a coverage area to another coverage area offering the same predetermined service, and requires that coverage area(s) be defined for each service.

In contrast, the present invention associates area information within a coverage area to any one of selectable service programs and provides a service program when position information of a mobile station is included within the area information associated with the service program. That is, the present invention does not require setting up a coverage area for each of the services offered, instead, the present invention allows area information within a coverage area to be flexibly assigned to any one of the selectable service programs.

Specifically, independent claim 5 as amended recites that the present invention stores "freely settable area information corresponding to a defined area within a service coverage area and selectable service programs, the area information being set to correspond to at least one of the selectable service programs" (claim 5, lines 2-5), determines "whether a position represented by the position information of the mobile station is included in the defined area corresponding to the at least one of the selectable service programs" (claim 5, lines 7-9), and executes "the at least one of the selectable service programs corresponding to the area information to provide a

service to the mobile station within the service coverage area when the position is included in the defined area" (claim 5, lines 10-12).

Independent claims 7 and 10 as amended recite that "a specified selectable service program and area information corresponding to a defined area and the specified service program" (claim 7, lines 3-4) are retrieved from a storage device that stores "freely settable area information within a service coverage area and a plurality of selectable service programs for respective different services" (claim 7, lines 5-6) to execute the retrieved service program and provide a service to the mobile station "when the position is included in the defined area" (claim 7, last line).

Similarly, claim 8 as amended recites that the present invention includes determining "whether a position of the mobile station is included in the defined area corresponding to a selectable service" (claim 8, lines 6-7), and "providing the selected selectable service to the mobile station within the service coverage area when the position is included in the defined area" (claim 8, last 2 lines), while claim 11 recites, "determining whether a position represented by the position information of the mobile station is included in a defined area" (claim 11, lines 6-7) and "executing a selected one of the at least three selectable service programs corresponding to the area information" (claim 11, lines 9-10).

Independent claim 12 recites that a service method of the present invention includes, "linking area information within a service coverage area to at least one of the selectable service programs" (claim 12, lines 3-4) and "providing the selected service program to the mobile station upon determining that the received position information of the mobile station corresponds to the linked area information of the selected service program" (claim 12, last 3 lines).

Peters does not teach or suggest providing customized "selectable service" to mobile terminals within a service coverage area, as recited in claims 5, 7, 8 and 10-12. Therefore, withdrawal of the rejection is respectfully requested.

**NEW CLAIM:**

New claim 13 is added to recite that the present invention includes, "detecting position information of the mobile station responsive to a service program request" (claim 13, lines 3-4) and "providing the mobile station with any one of the selectable service programs that have area information corresponding to the detected position information of the mobile station" (claim 13, last 2 lines). Accordingly, claim 13 patentably distinguishes over Peters.

**CONCLUSION:**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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